



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of February 15, 2022

File #022-LTAB-001

APPLICANTS: Jay Gesner and Luke Meyer / BJ's Place Ltd. d/b/a BJ's Place

LOCATION: 2842 11th Street

REQUESTED ACTION: The sale of liquor by the drink and the sale of packaged liquor in conjunction with a bar and grill and video gaming terminals in a C-3, General Commercial Zoning District and R-1, Single-family Zoning District.

EXISTING USE: BJ's Place with the sale of liquor by the drink and the sale of packaged liquor in conjunction with a bar and grill and video gaming terminals.

PROPOSED USE: BJ's Place with the sale of liquor by the drink and the sale of packaged liquor in conjunction with a bar and grill and video gaming terminals.

DIMENSIONS: Irregular Shape **SQUARE FOOTAGE:** 13,785 sq. ft.

ADJACENT ZONING AND LAND USES:

NORTH:	C-3	Professional Tax Service
EAST:	R-1	Single-family Residences
SOUTH:	R-1 & C-3	John's Restaurant, Single-family Residences
WEST:	C-3	Vacant gas station & convenience store, auto repair shop

YEAR 2020 PLAN: C & RL Commercial Retail and Light Residential

HISTORY: **File #021-LTAB-005:** The sale of packaged liquor and the sale of tobacco products in conjunction with a gas station and convenience store in a C-3 General Commercial District was approved April 7, 2021 for the property located at 2837 11th Street. This property is located directly west of the subject property.

File #09-LAB-019: The sale of alcohol by the package in conjunction with a gas station and convenience store in a C-3 General Commercial District was approved March 8, 2010 for the property located at 2837 11th Street. This property is located directly west of the subject property.

File #09-LAB-008: The sale of alcohol by the drink in conjunction with a sit-down restaurant for an outdoor seating area in a C-3, General Commercial District was approved August 10, 2009 for the property located at 2914 11th Street. This property is located directly south of the subject property.

#061-91: A Preannexation Agreement and Zoning Map Amendment from County "CC", Commercial Community to City "CC" Commercial Community Zoning District with a Special Use Permit for the sale of alcoholic liquors in a City "CC" Commercial Community Zoning District and a Variation for

parking and landscaping to remain “as is” was granted June 25, 1991 for the property located at 2842 11th Street. This is the subject property.

REVIEW COMMENTS: The Applicants are requesting the sale of liquor by the drink and the sale of packaged liquor in conjunction with a bar and grill and video gaming terminals in a C-3, General Commercial Zoning District and R-1, Single-family Zoning District. Exhibit A shows the subject property is located on the northeast corner of the 11th Street and Redd Avenue intersection. The parcel is surrounded by residential and commercial uses (Exhibit B and C).

The Applicants, Jay Gesner and Luke Meyer, are the managing members of BJ's Place Ltd. Within the Liquor Application, it is indicated that BJ's Place will be managed by a manager.

Exhibit D is a map identifying businesses with a liquor license. The yellow dots identify the sale of beer and wine by the drink. The green dot is for a full liquor license for the sale of liquor by the drink. The red dot is for packaged liquor sales. The yellow star is the subject property.

Exhibit E is an aerial that shows the existing building, parking lots, and dumpster but the dumpster is not surrounded by a dumpster enclosure. Staff feels that the dumpster enclosure should be should be constructed of trex board material.

Exhibit F is the interior floor plan submitted by the Applicant. Exhibit F shows the proposed bar and grill is approximately 40 feet by 95 feet or 3,800 square feet. Exhibit F shows the proposed bar and grill will consist of four (4) tables with seating for 16 customers, a bar with seating for 14 customers, six (6) video gaming terminals and two (2) dart boards. Additionally, Exhibit F shows the remaining portion of the bar and grill will consist of a kitchen, bathrooms, walk-on coolers, storage, office, and counter.

Exhibit G is the business plan for BJ's Place. The Applicant states, “my name is Luke Meyer and my partners name is Jay Gesner. We purchased BJ's Place Ltd from the current owner Cynthia Davis who has owned BJ's since 1983, inheriting the bar from her father who built the bar back in the 40's” (Exhibit G). The Applicants explain, “both Jay and I have been involved in the food and beverage industry for a long time and Cynthia contacted us regarding wanting to sell the business due to her age (in her 70's) and the fact that after running it for 37 years, she wants to start enjoying life” (Exhibit G). Additionally, the Applicants state, “the business has been a staple in the local community and the customer base is mostly comprised of the locals that live in the surrounding area and our intentions are to continue to operate the business as she has done for years” (Exhibit G). Also, the Applicants state, “we have a contract in place to purchase all the stock of the corporation as well as the land and building, with a closing date of April 30th 2022 and the day to day operations will be supervised by both Jay and myself” (Exhibit G). Furthermore, within Exhibit G, the Applicants explain “Jay and I have been friends for 20 plus years, he currently owns 4 liquor locations in Rockford, and I own and operated Rascals Bar & Grill in Loves Park IL, as well as 4 Video Gaming parlors, 2 in Loves Park and 2 Machesney Park.” (Exhibit G).

The Applicants did not provide any days and hours of operation for the business but proposed food services hours are 11:00 A.M. to 8:00 P.M. within

the liquor application. The Applicants indicated within the liquor application that there will be 10% food sales, 60% alcohol sales, and 30% other sources including gaming revenue.

Exhibit H is a letter from Gregory R. Jury, Mayor of the City of Loves Park, submitted by the Applicants. Mayor Jury explains, "please let this letter serve as a professional reference for Luke Meyer who has been an upstanding businessman in the City of Loves Park for many years" (Exhibit H). Mayor Jury explains, "in October of 2005, Mr. Meyer purchased the Finish Line Bar located at 5223 Torque Road in Loves Park. Mr. Meyer operated until February of 2006 when he decided to close the bar to do a complete remodel and upgrade of the facility. It reopened in August of 2006 as Rascals Bar and Grill" (Exhibit H). Mayor Jury states, "during Mr. Meyer's ownership of Finish Line Bar/Rascals Bar and Grill, he conducted various charitable fundraisers for community organizations in the Park's area, raising much need funding for them. Luke has continued to support these types of organizations since selling Rascals Bar and Grill" (Exhibit H). Additionally, Mayor Jury states, "Mr. Meyer established Rascals Bar and Grill as a friendly restaurant and bar which proved to be very successful" (Exhibit H). Finally, Mayor Jury states, "the City of Loves Park is proud to have had Mr. Meyer as part of our business family" (Exhibit H). The Applicants indicated on the Liquor Application that security would be hired if a written request were received from the liquor commissioner.

Exhibit I shows that there have been 46 calls of service for the Police Department in the past 24 months for 2842 11th Street.

The Applicants are purchasing the all the stock of the corporation as well as the land and building and plan to continue to operate the business as it has been operating for many years. Staff feels that the Applicants' request is reasonable for the use of the subject property. Staff recommends approval of the Applicants' requests subject to conditions.

RECOMMENDATION: Staff recommends **APPROVAL** of the sale of liquor by the drink in conjunction with a bar and grill and video gaming terminals in a C-3, General Commercial Zoning District and R-1, Single-family Zoning District and **APPROVAL** of the sale of packaged liquor in conjunction with a bar and grill and video gaming terminals in a C-3, General Commercial Zoning District and R-1, Single-family Zoning District, based on the following conditions:

1. Must meet all applicable Building and Fire codes.
2. Compliance with all City of Rockford Code of Ordinances including Liquor Codes.
3. Submittal of Dumpster Enclosure Permit and dumpster detail with trex board privacy fencing for Staff review and approval.
4. The sale of liquor by the drink shall be limited to the interior floor plan approved by Staff, Exhibit F.
5. There shall be no single serving sales of beer or wine in volumes of 16 oz. or less for packaged liquor sales.
6. The sale of rose tubes, airplane-sized bottles (50 ml (1.7 ounces) or less) and any other products that can be deemed to be easily manufactured into drug paraphernalia is prohibited.
7. Window display signage is limited to 20% of window area.
8. Removal of the non-conforming roof sign that says "Packaged Liquors".

9. The proposed use and facility shall be limited to six (6) video gaming terminals.
10. The windows shall not be covered with bars or other devices that block the windows.
11. The bar and grill shall not have a cover charge, dance floor or any DJs
12. The bar and grill shall not have live entertainment.
13. The bar and grill shall not operate as a nightclub.
14. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
15. All outstanding general ordinance fines must be paid prior to the issuance of the license
16. All conditions must be met prior to establishment of use.

SC: DM 2/08/2022

Exhibit A
2842 11th Street
#022-LTAB-001

WILLS

LAPEY

11TH

REED

KINSEY

KINSEY

HANSON

LAPEY

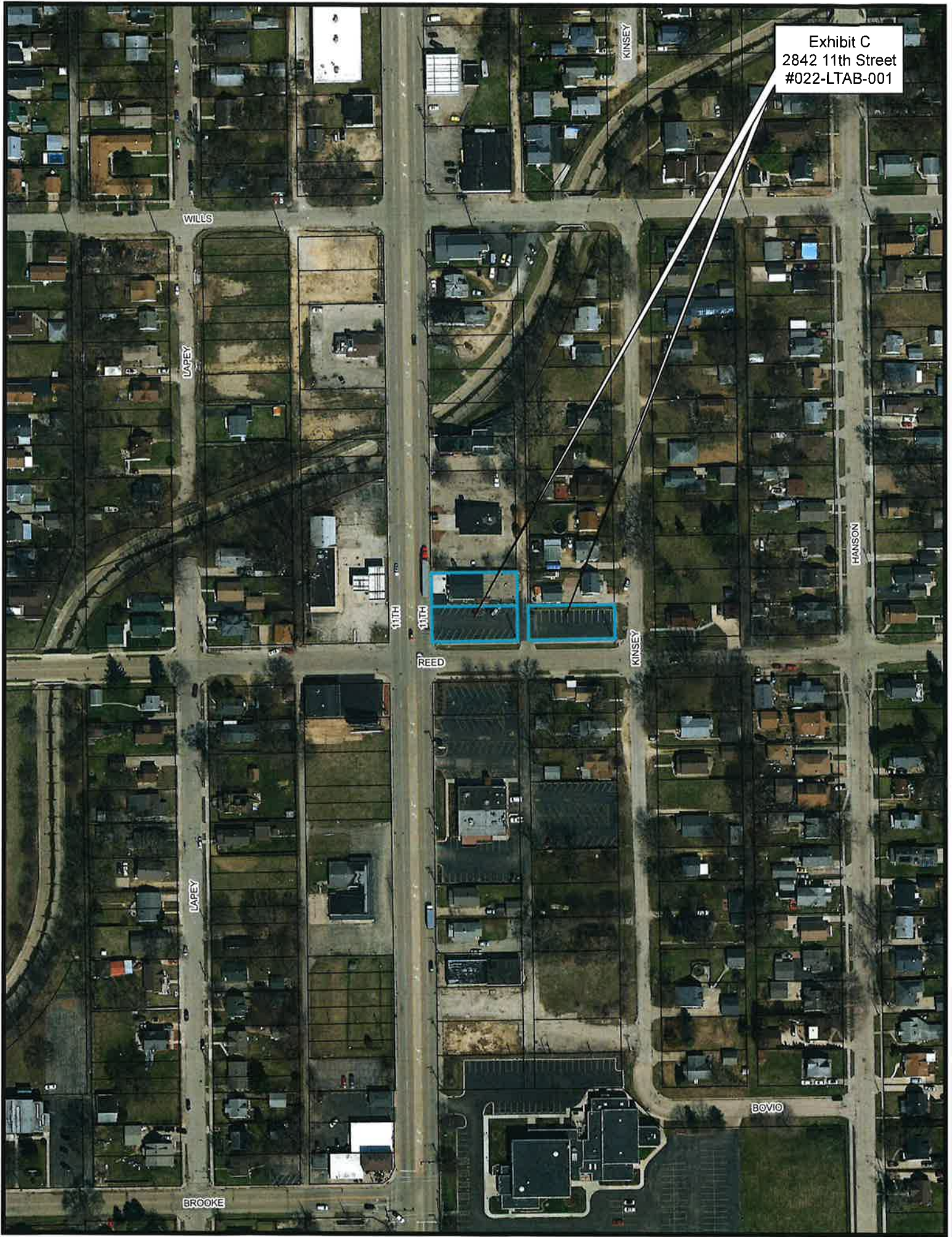
BROOKE

BOVIO

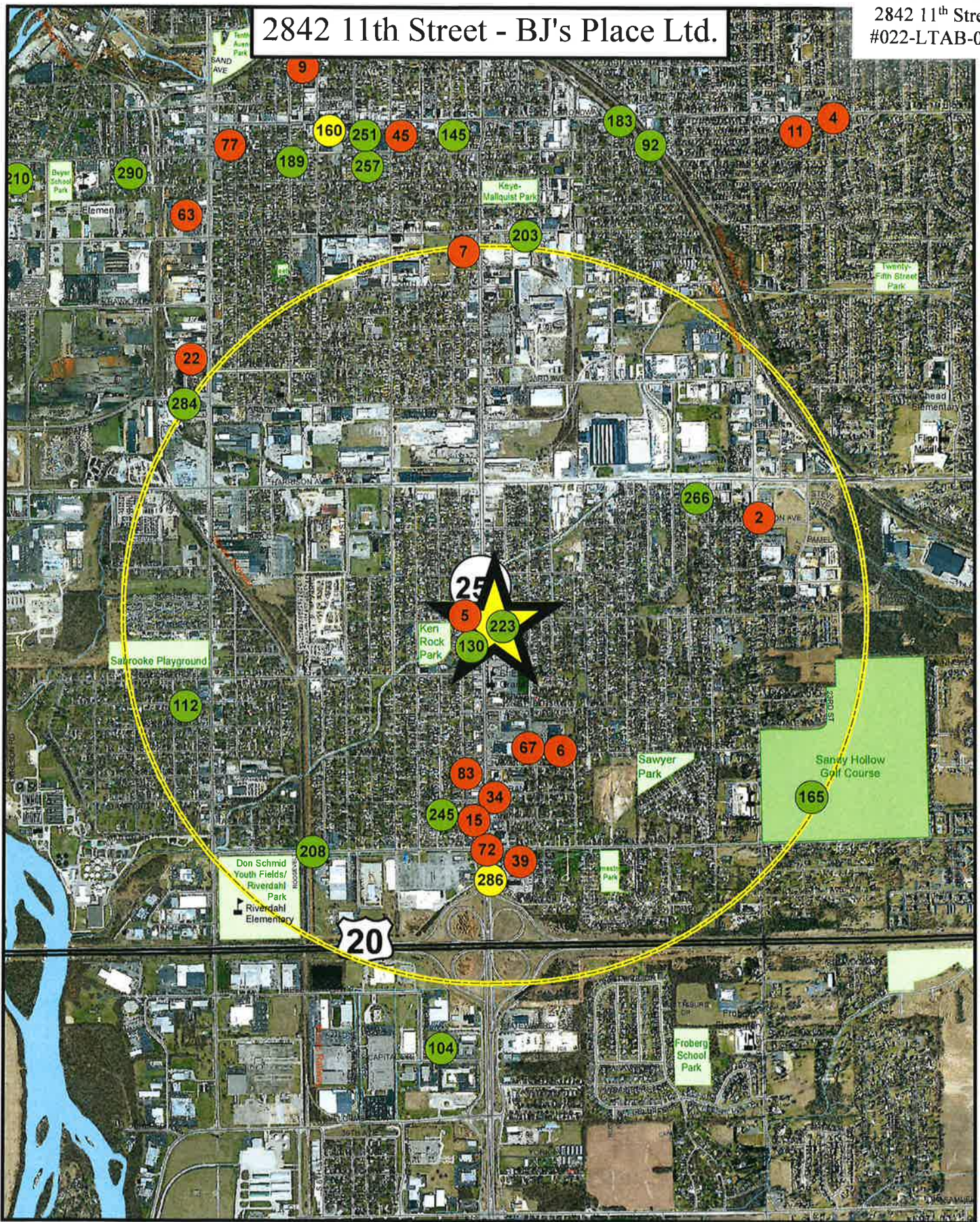


[illegible]

Exhibit C
2842 11th Street
#022-LTAB-001



2842 11th Street - BJ's Place Ltd.



- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS

LIQUOR LICENSE LOCATIONS-3/2/2020

2021

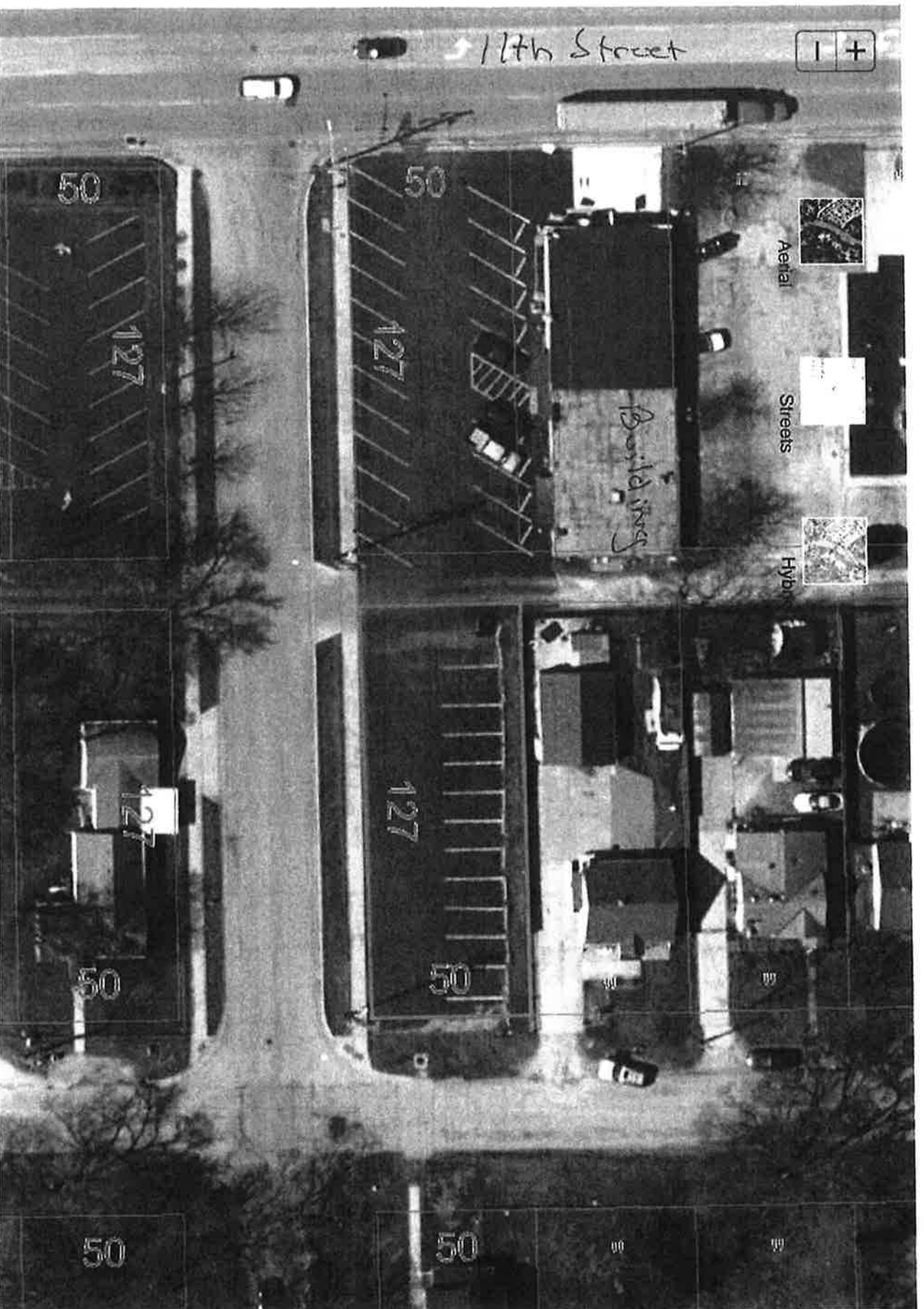


1/7/22, 2:58 PM

WingIS Property Search

Exhibit E
2842 11th Street
#022-LTAB-001

3
2 + S
E

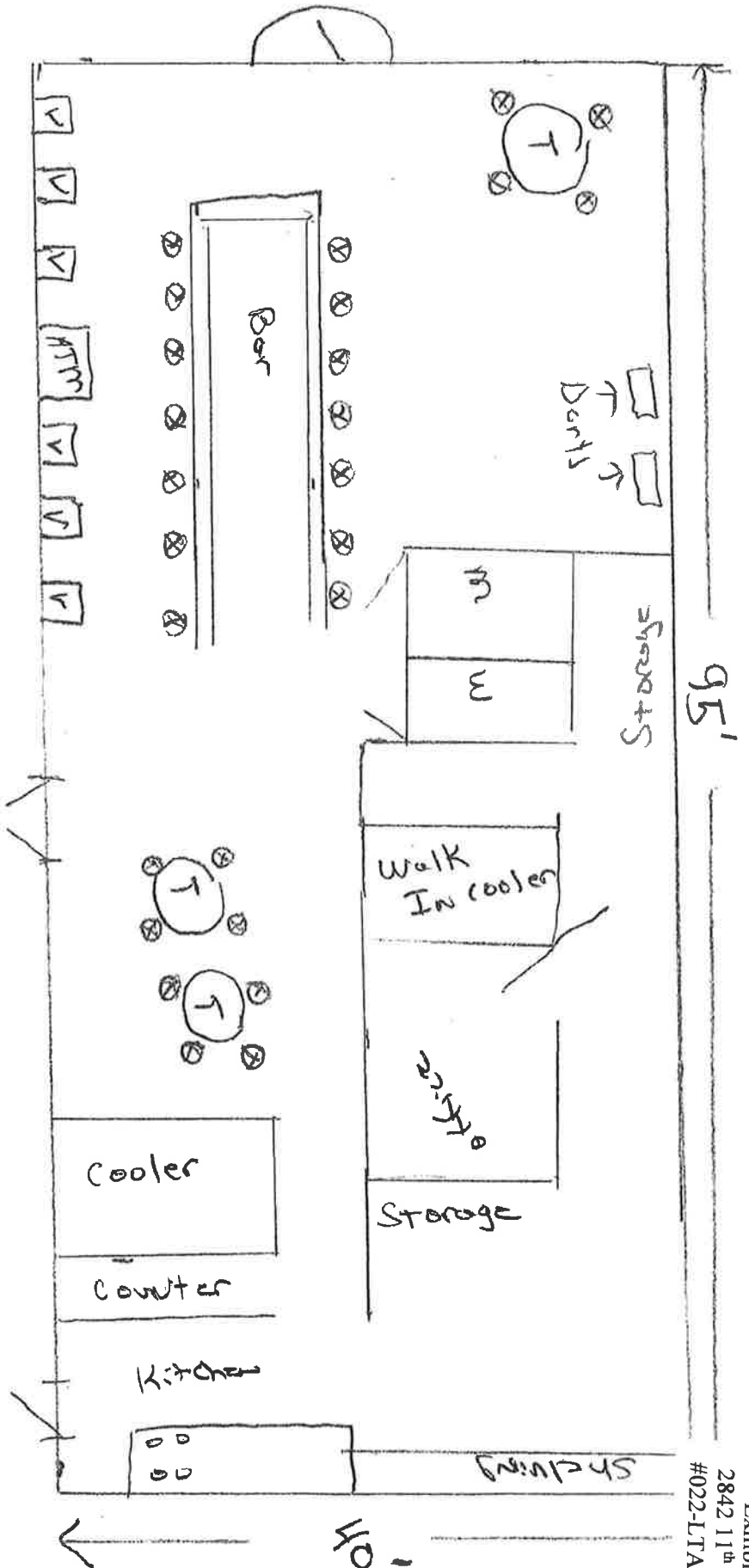


11th Street

- ⊗ - Chairs
- ⊕ - Table
- Ⓜ - Video Game
- Ⓜ - ATM

Parking Lot

N
+
S
E
W



City Of Rockford
425 East State St.
Rockford, IL 61104

January 10th 2022

Attention: Liquor & Tobacco Board, City Council, and Zoning Board

RE: Purchase of BJ's Place Ltd. 2842 11th St Rockford 61109

Dear Sir's

Attached and enclosed is the paperwork for a liquor license application for the purchase of BJ's Place Ltd. My name is Luke Meyer and my partners name is Jay Gesner. The current owner Cynthia Davis has owned BJ's since 1983. Her father built the bar back in the 40's and upon his passing, she inherited the business. On March 1st 1983 she registered and incorporated to the entity that it is today, B J ' S Place, LTD. The entire property was annexed into the city on May 21st 1991, and granted a tavern License with package sales.

Both Jay and I have been involved in the food and beverage industry for a long time. Cynthia contacted us regarding wanting to sell the business due to her age (in her 70's) and the fact that after running it for 37 years, she wants to start enjoying life. The business has been a staple in the local community and the customer base is mostly comprised of the locals that live in the surrounding area. Our intentions are to continue to operate the business as she has done for years.

We have a contract in place to purchase all the stock of the corporation as well as the land and building, with a closing date of April 30th 2022. There will be no bank financing and day to day operations will be supervised by both Jay and myself. Jay and I have been friends for 20 plus years, he currently owns 4 liquor locations in Rockford, and I owned and operated Rascals Bar & Grill in Loves Park IL, as well as 4 Video Gaming parlors, 2 in Loves Park and 2 Machesney Park. Attached are all the documents, property drawings, existing license, state, local as well as documentation of Annexation and letters from Liquor Control as well as a short bio of Jay and myself. We are looking forward to taking over this business and continuing to serve the local families around the 11th street bar.

If you have any questions or concerns, please feel free to contact either of us.

Sincerely
Luke Meyer & Jay Gesner

RECEIVED
JAN 11 2022
CITY OF ROCKFORD
LEGAL DEPT.



January 7, 2022

To whom it may concern,

Please let this letter serve as a professional reference for Luke Meyer. Mr. Meyer has been an upstanding businessman in the City of Loves Park for many years.

In October of 2005, Mr. Meyer purchased the Finish Line Bar located at 5223 Torque Road in Loves Park. This bar was operated by Mr. Meyer until February of 2006, when he decided to close the bar to do a complete remodel and upgrade of the facility. The business reopened in August of 2006 as Rascals Bar and Grill. Mr. Meyer owned and operated Rascals Bar and Grill until its sale to current owners Mike and Cliff Sterling in October of 2020. Mr. Meyer established Rascals Bar and Grill as a friendly restaurant and bar which proved to be very successful. This friendly atmosphere and success has continued under the new ownership.

During Mr. Meyer's ownership of Finish Line Bar/Rascals Bar and Grill, he conducted various charitable fundraisers for community organizations in the Park's area, raising much need funding for them. Luke has continued to support these types of organizations since selling Rascals Bar and Grill.

The City of Loves Park is proud to have had Mr. Meyer as part of our business family.

If you would like to discuss this matter further, please feel free to contact me at 815-654-5030.

Sincerely,

A handwritten signature in cursive script, reading "Gregory R. Jury".

Mayor Gregory R. Jury

Please note that calls are subject to change as Calls for Service are submitted. Offenses represent the initial call: not the verified offense.

City of Rockford Police Department

Calls for Service For

1/25/2020 to 8/15/2020

Exhibit I
2842 11th Street
#022-LTAB-001

CFS Number	CFSDate	Time	Reported Offense (Non-Verified)	Location
20-011473	01/31/2020	2:29	7314 Alarm (burglary/robbery)	2842 11TH ST
20-014252	02/06/2020	21:58	2890 Disorderly Conduct	2842 11TH ST
20-015438	02/09/2020	23:44	7752 Traffic accident involving injury	2842 11TH ST
20-016571	02/12/2020	20:30	7720 Traffic stop	2842 11TH ST
20-018026	02/17/2020	1:41	0460 Battery (Simple)	2842 11TH ST
20-032579	03/27/2020	14:56	7315 Alarm (non-specific)	2842 11TH ST
20-066537	06/22/2020	21:04	7223 Building check (requested or officer initiated)	2842 11TH ST
20-076564	07/13/2020	22:13	7315 Alarm (non-specific)	2842 11TH ST
20-079107	07/20/2020	8:41	7977 Central Reporting Unit - DPR	2842 11TH ST
20-080434	07/23/2020	8:57	4387 Violation Of An Order Of Protection	2842 11TH ST
20-084172	07/31/2020	21:44	7252 Check for well-being	2842 11TH ST

11

Data obtained from NetRMS.
Produced: 1/26/2022 2:37:36PM

Please note that the Call for Service is specified for a property. Location is not specific to any person, place, or event. Call for service location is tied to the location to where the call was received.

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
22-010290	2022-01-16T09:25:21	2842 11th St	DOMESTIC	RPT - REPORT	Rockford Police Department
22-009340	2022-01-14T17:58:50	2842 11th St	CRIMINAL TRESPASS	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department
21-277510	2021-12-28T10:50:34	2842 11th St	WARRANT SERVICE	NRPT - NO REPORT	Rockford Police Department
21-270687	2021-12-17T15:45:01	2842 11th St	SUSPICIOUS VEHICLE	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-258501	2021-11-30T23:11:13	2842 11th St	DISORDERLY	NRPT - NO REPORT	Rockford Police Department
21-250819	2021-11-19T20:56:38	2842 11th St	911 CELLULAR HANG UP	911 CLOSE W/O SEND TO PENDING	Rockford Police Department
21-244043	2021-11-10T10:09:08	2842 11th St	THEFT REPORT	RPT - REPORT	Rockford Police Department
21-240893	2021-11-06T01:11:34	2842 11th St	ALARM - HOLDUP/PANIC	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-229765	2021-10-22T05:37:07	2842 11th St	CRU	RPT - REPORT	Rockford Police Department
21-226543	2021-10-18T07:27:09	2842 11th St	ALARM - BURGLAR	0002 - FALSE ALARM - EQUIPMENT	Rockford Police Department
21-223740	2021-10-14T09:57:12	2842 11th St	BATTERY W/WEAPON - REPORT	RE-ASSIGN/CHANGE OF CALL(UNIT) / RPT - REPORT	Rockford Police Department
21-218298	2021-10-07T15:17:30	2842 11th St	DISORDERLY	CALLER CANCELLED	Rockford Police Department
21-217045	2021-10-06T00:14:36	2842 11th St	MED ASSIST - OVERDOSE	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-209055	2021-09-25T20:48:58	2842 11th St	911 DUPLICATE CALL	DUP - DUPLICATE	Rockford Police Department
21-209041	2021-09-25T20:27:55	2842 11th St	MISCELLANEOUS ROUTINE	ADV - ADVISED	Rockford Police Department
21-200312	2021-09-15T09:25:19	2842 11th St	FOLLOW-UP	NRPT - NO REPORT	Rockford Police Department
21-197802	2021-09-12T05:56:57	2842 11th St	BURGLARY NOT CHECKED	RPT - REPORT	Rockford Police Department
21-197504	2021-09-11T19:40:00	2842 11th St	MEDICAL ASSIST	NRPT - NO REPORT	Rockford Police Department
21-193169	2021-09-06T16:20:23	2842 11th St	WELFARE CHECK	LAWNO - LAW NO DISPOSITION	Rockford Police Department
21-181569	2021-08-22T23:30:21	2842 11th St	CUSTOMER MANAGEMENT DISPUTE	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-169089	2021-08-08T00:20:38	2842 11th St	911 CELLULAR HANG UP	ADV - ADVISED	Rockford Police Department
21-169051	2021-08-07T23:26:24	2842 11th St	DOMESTIC	RPT - REPORT	Rockford Police Department
21-168992	2021-08-07T22:13:27	2842 11th St	DOMESTIC	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department
21-147410	2021-07-13T09:02:47	2842 11th St	911 LANDLINE HANG UP	LAWNO - LAW NO DISPOSITION	Rockford Police Department
21-092940	2021-05-09T01:57:17	2842 11th St	MED ASSIST - OVERDOSE	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department
21-044338	2021-03-05T18:52:44	2842 11th St	WELFARE CHECK	NRPT - NO REPORT	Rockford Police Department
21-044125	2021-03-05T12:53:52	2842 11th St	CUSTOMER MANAGEMENT DISPUTE	NRPT - NO REPORT / NRPT - NO REPORT	Rockford Police Department

Call Number	Event Date	Location	Situation Reported	Call Disposition	Agency
21-040484	2021-02-28T13:11:25	2842 11th St	WARRANT SERVICE	NRPT - NO REPORT	Rockford Police Department
21-037043	2021-02-23T13:23:00	2842 11th St	WARRANT SERVICE	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department
21-026290	2021-02-07T16:13:57	2842 11th St	911 DUPLICATE CALL	DUP - DUPLICATE	Rockford Police Department
20-064218	2020-11-04T11:35:17	2842 11th St	MED ASSIST - OVERDOSE	NRPT - NO REPORT	Rockford Police Department
20-053704	2020-10-19T19:56:56	2842 11th St	WELFARE CHECK	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department
20-051125	2020-10-15T21:39:25	2842 11th St	DISORDERLY	RPT - REPORT / RE-ASSIGN/CHANGE OF CALL(UNITY) / RPT - REPORT	Rockford Police Department
20-041230	2020-10-02T20:37:09	2842 11th St	THEFT JUST OCCURRED	ADV - ADVISED / ADV - ADVISED	Rockford Police Department
20-013787	2020-08-30T01:54:18	2842 11th St	DISORDERLY	UTL - UNABLE TO LOCATE / UTL - UNABLE TO LOCATE	Rockford Police Department